

# Victoria Matlock

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## skills

### Adobe CC 2023

InDesign (Adobe-certified)  
Illustrator  
Photoshop  
Lightroom Classic  
Dreamweaver  
After Effects (basic)  
Premiere Pro (basic, learning)

### Prototyping

Sketch  
InVision  
Figma

### Productivity

Microsoft Word, Excel  
Keynote, Numbers, Pages  
GSuite

### JIRA

### Digital photography

Canon  
Fujifilm

### Print production

Mechanical files  
Large-scale graphics

### Typography and layout

Corporate identity  
Proofreading

### Advanced French

### Retail experience (10 years)

## experience

### Senior visual designer, Publicis Sapient (contract)

Remote

March 2022—November 2022

- Social media assets for federal public health client
- UX assets, digital documents, and assets for videographers
- Conceptual work on flagship projects

### Freelance visual designer

Remote

January 2017—present

- Pieces for digital and print for individual and corporate clients
- Diverse range of projects, including: branding, retail packaging design, large-scale architectural proposals, real estate marketing collateral

Selected clients include: American Tombow, JLL, and Exide Technologies

### Visual designer, Hansgrohe USA (contract)

Alpharetta, Georgia/Remote

June 2021—October 2021

- Digital and print assets for luxury kitchen and bath fixtures manufacturer
- Creation of editorial spreads for catalogs and sales literature
- Retouching and recoloring product photography

### In-house designer, Stryten Energy (formerly Exide Technologies)

Alpharetta, Georgia/Remote

August 2017—April 2021

- Print, digital, and web marketing and sales collateral for two brands
- Product photography, branding, production work
- Collaboration with product managers and engineers to make industrial and transportation batteries beautiful and easy to understand
- Large-scale graphics for trade shows and industry events

Selected projects: rebranding 60+ pieces of marketing collateral to reflect new company identity, visual identity for trade shows, creation of a file system for creative work and cleanup/maintenance of product and stock image libraries, transitioning all creative assets to Google Drive, designing business cards to be used by 10,000+ employees around the world.

## extracurriculars

Adobe MAX Conference  
Los Angeles, California  
2018, 2019

Study abroad  
Lacoste, France  
2015

AIGA  
Member, Atlanta chapter  
2016—present

## education

### Savannah College of Art and Design

Atlanta, Georgia  
Bachelor of Fine Arts  
Graphic Design  
2016

### Google UX Certificate

In progress, anticipated 2023

### Georgia State University

Atlanta, Georgia  
Bachelor of Arts  
Applied Linguistics  
2010